



United States Department of the Interior



BUREAU OF LAND MANAGEMENT

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Instruction Memorandum **No. CA-2001-046**

Expires: 9/30/2002

To: ACOs

From: DSD, External Affairs

Subject: BLM Photos and Image Portal System

Program Area: All

Purpose: This Instruction Memorandum (IM) updates and clarifies policies and procedures for managing California's photo library system in the Image Portal System. It further clarifies policies and procedures for protecting children's privacy, copyright issues, and non-public photos.

Policy Action: The State Management Team shall ensure that employees are using BLM California's Image Portal system to manage photo libraries, and that all photos are made available internally and externally through the use of the system, unless protected under the Freedom of Information Act (FOIA). Photos that ARE protected by FOIA, such as law enforcement and archaeology, will be entered into a secure, private database that would only be accessible by approved personnel.

Employees using BLM appropriated funds to shoot photos must attend training to upload and enter image data into the Image Portal system and manage their program's photo library. Image Portal training is conducted by Jim Pickering of the State Office. The State Office has purchased a corporate license and software will be loaded on employees BLM California computer at the time of training.

BLM employees must take precautions to protect children's privacy when using the photo library system. Pictures of children with enough identifiable information (such as Mrs.

Wilson's 3rd grade class from Washington Elementary in Sacramento, CA, visiting the Consumes Preserve) should not be entered into the system. Rule of thumb: if you can clearly see the child's face, do not use the photo. Photos of children might be a group shot taken from the back, or a close-up shot that show the child's hands at work on a project. The only exception to this policy would be the children of BLM employees, which may be entered into the Image Portal system, as long as the parents name is also included in a field designed for internal use only.

Photographs and images may be used free of charge for print and electronic publications. Photos and images may not be used to show, by implication or otherwise, that the U.S. Department of the Interior or BLM endorses any product, service or political view. We request that photo credit be given to the individual photographer and to the U.S. Bureau of Land Management for any use made of the photographs from our system. Credit can be provided through such citations as:

Credit: Bureau of Land Management
Bureau of Land Management/photo by (if photographer is known)
BLM/State or Field Office (if originating office but not the photographer is known)

Photos that are copyrighted should not be entered into the Image Portal system.

Time Frame: This policy is effective immediately.

Budget Impact: Any additional costs are expected to be manageable under current budget allocations.

Background: For many years, individual employees have maintained separate photo library systems for their programs. Finding and using photos for print publications, web sites, power point presentations, displays, etc., has been time consuming and cumbersome. Image Portal is a digital system capable of supplying our statewide photo needs through a self-serve web interface that can be used by BLM employees internally or the public externally. For additional information on children's privacy, please see the Children's Online Privacy Protection Act of 1998 (COPPA) at <http://www.ftc.gov/ogc/coppa1.htm> or http://www.access.gpo.gov/nara/cfr/waisidx_00/16cfr312_00.html.

Manual/Handbook Sections Affects: none

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